



Program	Master of Business Administration (MBA)	Semester - 1
Type of Course	-	
Prerequisite		
Rationale	-	
Effective From A.Y.	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

SEE - Semester End Examination, T - Internal Theory, P - Internal Practical

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Micro Economics Ten principles of economics Micro Economics The market forces of supply and demand Elasticity and its applications The costs and economics of production, Economies of Scale	15	25
2	Market structure and Pricing: Perfect competition Monopoly competition Oligopoly competition Monopolistic competition	15	25
3	Macro Economics Measuring a nation's income Measuring the cost of living Savings and investment Production and growth, Concepts of GDP, GNP, PPP The monetary system, Money growth and inflation Open-economy macroeconomics – Basic concepts	15	25
4	Macro Economics Aggregate demand and aggregate supply The influence of monetary and fiscal policy on aggregate demand The short-run trade-off between inflation and Unemployment	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Evaluate
Weightage	25	25	50

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Define and explain basic concepts of microeconomics used to explain the behavior of individuals, household or firms.
CO2	Evaluate the relationship between Production & Cost function. Analyze & Evaluate different market structures ,equilibrium & market operations under varying competitive conditions for different industries.
CO3	Evaluate the influence of economic policies on the socio-economic welfare of a country's citizens.
CO4	Recommend competitive strategies according to the nature of products, market structures and business cycles



CO PO Mapping

CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	3	3	3	2
PO - 2	3	3	1	2
PO - 3	0	0	1	1
PO - 4	2	3	3	3
PO - 5	1	1	1	1

Reference Books

1.	Economics: Principles & Applications (TextBook) By N. Gregory Mankiw Cengage Latest Edition
2.	Managerial Economics: Theory & Applications By Dr D. M. Mithani Himalaya Latest Edition
3.	Managerial Economics By R.L. Varshney and K.L. Maheswari Sultan Chand 19th / Latest
4.	Economics By Samuelson and Nordhaus TMH 16th ed. /Latest